# · CISEARARCE SAIS

FORGET THE PRICE TO MORROW, and offer bargains so wonderful that we will have the biggest day of our Great July Clearance Sale." That's the order sent out to every department head in the store. With goods scarce and merchandise prices mounting higher-and while values we have been offering were sensational enough to bring crowds of shoppers-Monday's offerings will surpass them all in value-



CAVE MONEY IN EVERY DEPARTMENT. We've made up Our minds to clean house this week. If prices were not low enough to move certain lots quickly during the past week-DOWN THEY GO STILL FURTHER-and we invite you to share in these prices, which will start a quick outward march of all broken lines, short lots and accumulations of dependable late Spring and Summer Merchandise.

No Wonder Our Garment Section Is Crowded Daily! Look at Wonderful Values We Are Offering



Stylish Wash Suits 1.95

learance-and the values are yours, to share Monday White Gabardine Suits—worth 14.75 to 19.50—clever styles that are new and different, trimmed with awning stripe or silk—in sizes 36 to 42—repriced at 9.95.

New Lot 5.75 Dresses, 2.98

And as such value giving is rare, even in a clearance sale, we suggest that you choose yours early to-morrow. The first lot went so quickly that we secured this second lot for Monday-and values are better than ever-styles for every summer occasion, materials and color combinations meet every individual taste. Embroidered Volles, Striped Volles, Sport Model in Silverbloom and Volle, trimmed with sashes, laces and embroideries; novel sleeves, touches of

Special --- 6.95 2.98 Special Wash Skirts 1.00 Waists Wash Dresses

Cost of making is hardly covered in many instances, but profit-taking season is past on these Dresses-quick sales are necessary now. That's the reason these Voile and Crepe Dresses, as well as a few Taffeta Dresses, worth 8.75, are at this clearance price. Choice of 'women's and misses' sizes, while they last, 3.98.

The popular Awning Stripe Skirts, that have made such a sensation at \$1 are marked lower than ever for Mbnday. The material washes perfectly, colors were fast—the models are ex-tremely clever—2 fancy novelty pockets, gathered back, full belt, wide bottoms; all 76c

What a fortunate opportunity to save quite a ot on a jaunty Wash Skirt, worth \$2.98. Choos from Gabardine, Whipcord and other \$1.98° materials, at July Clearance price of ... a new Clearance price of ......

values he has ever seen-all brand-new, bought for this event with the same care used in selecting all of our Waists. The new frill model is a delightful creation, but we also have the most becoming lace and embroidered styles, fashioned along more severe lines. And there are Organdy Waists-the very sheerest kind, tailored styles or lace and embroidery trimmed. Sizes 36 to 46. Monday will see scores of women buying these in dozen lots. Cohen's Second Floor.

### Wonderful! These Beautiful White Goods Specials!

Notice the regular prices-see how little they're marked for Clearance Monday-and what generous widths. In all, the most important group of White Goods ever offered anywhere near these prices. 98c IMPORTED MERCERIZED \*SKIRTING, 75c

Fancy Weaves and 45 inches wide, at .... 85c ENGLISH FANCY SKIRTINGS, Mar- 59c 50c HEAVY GOLF CORD SKIRTINGS, good 45c 59c SATIN FINISHED GABARDINES, Cextra 50c 35c PRETTY WHIPCORD SKIRTINGS, fully 29c

MERCERIZED CORDELINE SKIRTING: os wide. We do not give former price lot, because of its exceptional value, 39c

#### Plain Chiffon Voiles 250 Extra Special Monday

40 inches wide, very crisp, ivory white; because it is so much in demand now, and our regular 35c grade, makes the value of extreme importance. Cohen's Main Floor.

### Men! Hurry To-Morrow!

For prices have been cut again on all our Men's Summer Furnishings—cool, sensible things that you are mightily in need of these hot summer If you can't come, we suggest some member of the family shopping for you. These three specials give you an inkling of what to expect to-morrow in our great Clearance.

MEN'S 89c SPORT SHIRTS, those cool shirts of COOL UNION SUITS-sheer nainsook, with large satin bars, elastic crotch and insert across back and shoulders. You've never seen such values 50c

## Colored Batiste, 11c

An assortment that includes many of the most wanted patterns-and colors-

30 inches wide—the sheerest quality—white, navy, black and tinted grounds, with floral designs, dots, rings, rosebuds, plain and cluster

Were we permitted to quote the former prices by the makers you would be incredulous-so great has been the reduction-176 full pieces at 11c a

POPLIN SUITING-and it's hard to tell from real silk—27 inches wide—just the thing for sport coats and combination dresses—shown in the best high colorings—special for Monday, at, 29c

29c SPORT STRIPE SKIRTING-the very best com-

### Monday's Silk Clearance News

Some very attractive features for quick clearance to-morrow for every woman who is eager to share in remarkable values in Silk of

#### WHITE JAP HABUTAI SILKS

A direct importation brings us the most beautiful qualities ever shown in Richmond at these prices. It is all silk—so heavy and rich—and full 36 inches wide. There are dozens and dozens of different grades—with an assurance that each will launder perfectly. Every woman thinking of Tub Silks for blouses or men's shirts should by all means see these at

### 33c, 47c, 54c, 66c, 72c, 81c and 93c yd

36-40-Inch Crepe de Chine, 98c | 36-Inch Fancy Taffetas..... 89c there are practically all shades-for both street and evening wear.

36-Inch Striped Silks...... 69c are in gay colors, so pretty for separate skirts and coats. Only a limited quantity-so come early.

vnite, blue and white, green and white, mixed colors and beautiful stripes-a remarkable clean-up value. 33-Inch Stripe Shantung .... 59c

popular stripes for skirts and coats are These have been 98c a yard-Monday, while they last, 59c.

33-Inch Shantung Pongee; special July Clearance price..... Perhaps you know its usual price-it's way higher. We've just received 58C another bale-every yard pure silk, too! By all means see this new lot to-mor-Cohen's Main Floor.

Clearance of Sample Lighting Fixtures

# New Willow Grass Rugs, 5.75

tistic patterns, woven of fine prairie grass, in pretty colors, carefully selected to harmonize with porch and interior decorations. To-morrow, come for these early and choose from blues, brown,

#### 9x12 Foot Rag Rugs Now 7.95

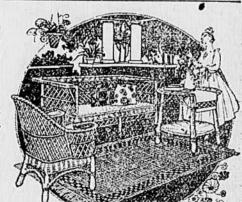
The first thing you'll say when you see these Odle Tyme Rag Rugs is, "Why are such good Rugs sold at clearance prices?" Our Summer Season is nearing its end-if there's a surplus-we move it, and quickly-with lowered prices. All are unusually attractive-colors include greens, grays, lavender and browns. And note this, \$7.05 buys Rugs 9x12 feet, worth \$9.50 to \$14.95!

#### China Matting, 19c

With Matting prices going higher and higher each day. Seamless China Matting, closely woven with a beautiful smooth finish, in checks and stripes of red, green and brown, is truly a sensational value at, 19c

#### **Matting Rugs**

Japanese Stenciled and on both sides—cool summer designs, 9x12 feet, sold only a \$2.98; Clearance \$1.95



### 6x9 Feet Rag Rugs

Made of clean, sanitary rags, closely woven, plain blue, green and brown centers, brown borders; worth \$4.98 \$5.50 to \$7.50, Monday, special \$4.98

### 5c Handkerchiefs, 3c

Handkerchiefs, neatly hemstitched, with crossbarred borders, selling at 3c. For good selections early shopping is suggested.

MEN'S PURE LINEN HANDKERCHIEFS, in regular full sizes; medium weight, mediationed; will find quick clearance to-mor- 10c 

Women's Knit Underwear

**Great Savings in July Clearance** The large assortments and strong price reductions in this clearance of Women's Knit Under-

wear, make this a most opportune time to fill fu-

ture as well as immediate needs. Only a few spe-

cials can be told of in this space: 65e Gauze Union Sults, | with low necks and loose knees; these come without sleeves and trimmed

with dainty laces; 35c choice ...... 35c summer

Another lot that offers

\$1.25 Mercerized Liste Union Suits—Of unusual importance is the sav-ings in these light ments; while they 75c

Good Gauze Lisle Vests. with crochet tops, sizes  $^{\frac{4}{a} \, \text{and} \, \, 5; \, \, \text{special}}_{\text{at} \, \, \dots \, \dots \, \dots} \, 12 \frac{1}{2} c$ 

exceptional economy in summer garments Munsing, Richelieu Carter's standard brands priced at 50e \$3
to ..... \$3
Cohen's Second Floor.

### Laces and Embroideries Such an attractive collection of Fine Laces and

Embroideries we have seldom been able to show at such extremely low clearance prices-note these specials for to-morrow. 1.50 and 1.75 Radium

Parasol Prices Lowered

WOMEN'S \$2.98 NOVELTY SILK PARASOLS,

in all the newest styles-checks, stripes, etc. And

a lot of pure Linen Parasols, will go \$1.98

CHILDREN'S 50c-59c PARASOLS, white or col-

ored, with ruffled edges—all that's left will 39c go at low price of, each . . . . . . . .

white or ecru, rose and Copen; positively won-derful values 800 50c to \$1 Shadow and

Oriental Floundings, 18 and 24 inches wide, in lengths from 2 to 4 yards—that's the reason we will clear them all 39c out at ...... st.50 Dainty Ruffled

Flounces, wide ribbon eyelets, ruffles joined with fine French entredeux-excellent for 79c children's dresses..

terns for waists; 29c

Cohen's Main Floor.

the Madeira Embroidered Edges and Insertions, on fine quality longeloth, various widths; to be closed out 12½c

Flouncings, suitable for underwear; also a large 39c Organdy Flouncings; Cohen's Main Floor.

### Children's Tub Dresses

Large lot of Dresses in pretty Ginghams, Chamduced to .....

Children's Novelty Dresses, eaton jacket, checked skirt; sizes to 6 years; Clearance Sale price \$1.50 Coffen's Second Floor.

# Face Powder Free

will present each customer FREE a box of Javola Face Powder. This is a special introductory offer made us by the manufacturers. Only a limited quant, ity, so make sure of yours Monday, by coming 50c early; price

### Notion Clearance

Clamps, black or 10c white, card ..... Lamb Wool Powder Vanity Face Chamois,

very soft, each at 3c Corded Wash Belting.

Velour Powder Puffs: full size; extra, at 5c Rubber Diving Caps. water proof, for 21c

all widths; 6- 31/2C very heavy grade, 7c object. 5c

ACTUAL COST OF LABOR.

Isn't this worth while?

Electric Showers, 12.50°

Only 11 of the prettiest 4 and 5-light Showers, in artistic designs—that sold to \$21—and you save 8.50 on each one.

Low Prices on Domes

#### Dainty UNDERMUSLINS WOMEN'S CAMBRIC DRAWERS, well

made with hemstitched tucks on ruffles—
the quality and low price speak for 25c
themselves; choice
WOMEN'S MUSIAN GOWNS, the most attractive styles, trimmed in pretty embroid-eries and dainty laces; extra special 75c

at 10C EXTRA SIZE GARMENTS—including Gowns, Petticoats, Corset Covers and Draw-ers—made in most charming styles, trimmed ets—made in most charming and with laces and embroideries—way \$2.00 Cohen's Second Floor.

Electric Wall Brackets

75 Brackets, for porches and vesti-

bules, or for interior side wall lights;

formerly priced at \$3 to \$10; our clear-ance prices, 1.95 to 6.95,

Two Light Fixtures

# Pargain Basement

BIG MONDAY BARGAINS! COME EARLY! The immense assortments and strong price reductions in our Basement Clearance make this the most opportune time to fill future as well as immediate needs. Read each item belowit's worth while.

### White Goods

the and 25c White Volle, 40 inches wide, plain and fancy weaves; lengths to 20 121/2c 121ge and 15c Irish Dimity, fine 1214c White India Linen, 40 inches yard ...... 93/4c vide, good quality; 25e Gabardine Skirfings, white,

#### wide; length to 3 yards, $10^3/4c$ Wash Goods, Etc.

good lengths;  $12\frac{1}{2}c$ 

1216c White Madras, 32 inches

715e Unblenched Cotton, 3815 inches wide; lengths to 10 yard ..... 5c 25c Figured Volles, 40 inches wide, pretty patterns;  $12\frac{1}{2}c$ Androscoggin Cotton, yard 9c wide; extra special, yard ..... 125c Bed Ticking, lengths to 10 yards; good quality; 93/4c 71/2e Calleo, lengths to 10 yards, assorted patterns; 53/4c 10c Curtain Serims, colored border, double width; Dress Ginghams, lengths to 10 White yards, assorted styles; 73/4c voiles, fronts.

### at 50c

Sizes 6 to 20; well made of good quality middy twill.

75c Dresses at 49c

Children's Gingham Dresses, pretty plaids, trimmed with pique and pearl buttons.

White Skirts

#### at 25c You've never seen better Cannon Cloth Skirts, in assorted sizes

and styles, at 25c. Some are soiled.

#### Dresses at 29c

Women's Gingham nd Percale House also Misses' Dresses.

#### 1.00 Waists at 59c

White or Colored Voiles, with ruffled

### 75c Middies | Boys' Blouses, 35c

Blouses selling at 50c to 75c. They would be at this price, too, if some were not slightly imperfect or soiled. Nobby styles, including sport models, made of high grade madras and percales.

Boys' 50e Straw Hats, large 38c range of sizes, at ...... 50e Khaki Pants, well made, pair .... 39c sizes 6 to 16 years;

1.50 Wash Sults, fast color galatea and linen finished suiting; 98c Junior Norfolk styles; suit ..

3.50 Palm Beach Suits, with two pairs Knickerbocker pants; 2.98 special ......

### Beddings

S5c Pepperell Sheets, fully bleached, size \$1x90 inches, 75c hand-torn, hemmed; each .... 22e Pepperell Pillow Cases, 17c large size; special ...... 1216c Bleached Pillow Cases, 42x36 inches, extra good, at ...... 10c 1.25 Summer Blankets, large size, fancy stripe borders; pair ..... \$1

1.50 Dimity Bedspreads, large size; they would never go at this price if some of them were not subject to the slightest kinds of imperfections; hardly notice- 1.19

# Great Values in July Luggage Clearance

To make room for our new line of Fall goods, we've taken every fix-

ture in our sample room, and cut the price so that they'll all go with the

day's business. Every Fixture wired and complete for hanging. Of course, these low prices do not include cost of installation—but our expert electricians are at your service to install Fixtures bought to-morrow AT

19 Electric Domes, with rich panel and mosaic designs, formerly priced at 18.50 to \$30, will be closed out at 12.50 to 19.98.

48 Bedroom, Parlor, Sitting-Room and Fixtures suitable for almost any room in the home; formerly priced at \$5 to \$20; special at 3.50 to \$15.

IMPORTANT—With prices on all electrical fixtures going higher and higher each day, this should be a welcome opportunity for home builders to supply their needs at FACTORY COST—If you want to share in these specials come early—for quantity is limited and wise buyers will snap up these bargains